

WOOLWORTH'S new Christmas Book

SANTA comes to the **BIG TOP**



Fun-Things to do
...GIFT BOOKS
to **COLOR**

Woolworth
AMERICA'S CHRISTMAS TOY STORE



A. PAINT, CRAYON SANTA BEERS He's on canvas, so hot and sultry and Santa's Big Big Book to Color. 168 pp. 48c

Christmas Coloring Book, 64 pp. 25c

B. MAGIC PICTURES DIS-APPEAR Color pictures with magic crayons, rub with cloth till no signs! Magic Coloring Book. 4 crayons. 59c

C. 330 PAGES TO COLOR! Paint-and-crayon fun to keep you busy 'most every day next year! Big Big Paint Book. 48c

D. COLOR THE LOVELY TO STARS! Paint or crayon 128 pages of Woody Woody adventures. Woody Woody Coloring Book. 25c

E. SEND! Black Beauty, Heidi, Peter Pan, Grimm's Fairy Tales, Hans Brinker, Big Big Story Book. 88c

F. READY TO GO FOR COLOR FUN! For little artists: paints, brush, crayons, 128 page book, Paint and Crayon Set. 88c

G. SO MANY THINGS TO DO! Pictures to color or to make, play money, magic stars, lots more! Giant Fun Box. 88c

H. STAR HAS 10 PAGE NUDO ROSE! Punch out two pages—cut out glass—our 1951 '52's Extra back Taylor Dolls and Clothes. 25c

I. SET UP YOUR OWN COUNTRY! Assemble sturdy punch-outs! Ray Rogers and Dale Evans Punch-out Book. 25c



By WHITMAN
PUBLISHING CO.

List your favorite toys in your letter to Santa on page 32

SANTA comes to the BIG TOP







**Wonders of
MUSIC'S ANSWERS TO SANTA**

Play musician without reading a note!

MUSICAL MAKE-BELIEVE FOR A REALLY MERRY
CHRISTMAS! LITTLE ONE-SOUND INSTRUMENTS
THAT LOOK LIKE GUSTENING GOLD!



BE SQUARE DANCE FIDDLE! Fiddle and
bow look so real, it's easy to imagine
you're playing country style!
In cellophane. 10" long. **49c**



BE A BUGLER! Call troops
to reveille, march, lights out!
In cellophane. 11" long. **49c**



SOAR IN BRASS BANDS! Your French horn
will be popular in play parades! Valves
actually push down. Wrapped in
cellophane. 16 1/2" long. **69c**



By SPEC TOY-CLARS INC.



SOLD WITH A BANG! Start
your career with this toy
saxophone that looks so
real! In cellophane. **49c**
10 1/2" high.



SHOW THAT CORNET! Pretend
you're a jazz musician!
In cellophane
wrap. 11" long. **69c**



JUST CUTE HORN! See,
cornet, bugle, French
horn, Hooter's horn.
About 6" long. Ea. 15c
About 4" long. Ea. 10c

List your favorite toys in your letter to Santa on page 52



Wendell's
AMERICA'S CHRISTMAS TOY STORE

Gifts that give a LITTLE GOLDEN RECORDS

UNBREAKABLE! EACH IN ITS
OWN ILLUSTRATED JACKET!



Regular play **LITTLE GOLDEN RECORDS** 25¢

ESPECIALLY FOR CHRISTMAS

- A. *Little Fir Tree* (would-be Christmas tree) and *Where Did My Swimsuit Go?*
- B. *I Want a Hippopotamus for Christmas* and *I Dream That I Was Santa Claus*.
- C. *I Saw Mommy Kissing Santa Claus* and *Christmas Cheppicks*.
- D. *Sleigh Ride* (Leroy Anderson's tune, recorded for the first time at 25¢) and *I Just Can't Wait 'Til Christmas*.



HITS FROM WALT DISNEY FILMS

- E. From *Dumbo*: *When I See An Elephant My and Clown Song*.
- F. From *Bambi*: *Thumper's Song* and *Twinklepated*.

A TRIBUTE TO DADDIES

- G. *Daddy's Report Card* and *Daddies*.

RECORDED FOR THE FIRST TIME AT 25¢

- H. *Roger Bunny* on both sides: *Antics of this Silentest Bunny*.
- I. *Roy Rogers*. His well-known cowboy songs!

Now!—extra play **GOLDEN RECORDS** 35¢

Play as long as a regular 10" record

LONG-TIME FAVORITES!

- J. *Little White Duck* and *Little Sir Echo*.
- K. *Eightball Jimmy Swinnin* sings.
- K. *Swinnin* sings *Is Caring To Town* and *Rudolph The Red Nosed Reindeer*.
- L. *Pecos Bill*. From Walt Disney's *Old Melody Time*!



Distributed by SIMON & SCHUSTER, INC.

List your favorite toys in your letter to Santa on page 32

year-full of pleasure! LITTLE GOLDEN BOOKS



GREAT CHRISTMAS GIFTS FOR KIDS
TO GIVE EACH OTHER, TOO!

25¢ ea.

Wendell's
AMERICA'S CHRISTMAS TOY STORE



STORIES ABOUT CHRISTMAS

- M. *First Bible Stories*: Beautiful illustrations! Creation, Garden of Eden, Noah's Ark, Tower of Babel.
- N. *The Christmas Story*: The Nativity... told for children.
- O. *Tom and Jerry's Merry Christmas*: Jerry and Tuffy call off hounds with Tim to enjoy Christmas together.
- P. *Walt Disney's Donald Duck's Christmas Tree*: Donald and Pluto's tree in the house of Chap 'N' Dale.

STORIES ABOUT TV PUPPETS

- Q. *Howdy Doody and His Mayor Mai*: With Little Golden Book, starring Howdy! A magical cowboy adventure.
- R. *Rover Rascals, Barnaby Rook*: He stars as pucker for Yankypop! Environment at a high pitch!

STORIES ABOUT MOVIE STARS

- S. *Chap 'N' Dale of the Zoo*: Walt Disney's chipmunk's had a source of pleasure... the elephants at the zoo.
- T. *Roy Rogers and Cowboy Tuffy*: Western Star Roy Rogers helps Tuffy learn a rope trick for the rodeo.

STORIES ABOUT FUN CHARACTERS

- U. *Little Indians*: A boy Indian and his little Indian boy enjoy a look at the woods together.
- V. *Paper Doll Wedding*: The story, push-out doll figures, costumes to put on them and a clothes closet!

Distributed by SIMON & SCHUSTER, INC.

List your favorite toys in your letter to Santa on page 82.

Wendell's
 ALUMINUM CANNERS BY MAIL

*They look like Mommy's
 ...cook like Mommy's!
 Play-size Pots and Pans*

HOPE SANTA BRINGS ME
 KIDDYKOOK ALUMINUM TOYS!
 THEY'LL LAST... WON'T RUST!



OPEN STOCK TO "FILL IN" ANY TIME YOU LIKE



Layer Cake Pan, 5" across 10c

Muffin Pan with 6 units 10c

Angel Food
 Cake Pan, 15c



Covered Sauce Pan,
 2 1/2" across 15c

Coffee Percolator 45c

Whistling
 Tea Kettle 29c



Fry Pan, 4" wide 10c

Double Boiler 25c

Measuring
 Cup 10c



Bread Pan, 4 1/4" long
 5" Square Cake Pan 15c

Windsor Sauce Pan 15c

PLAY HOSTESS TO YOUR DOLLIES AND FRIENDS!



25-PC. DOLLY SET FOR TWO
 Cups, saucers, plates, knives, forks, spoons,
 paper napkins, Coffee pot, butter knife,
 sugar spoon! \$1.94



31-PC. PERCOLATOR SET FOR FOUR
 Percolator, sugar bowl and spoon, creamer,
 butter knife, 4 plates, cups, saucers, knives,
 forks, spoons, paper napkins. \$1.94

BY ALUMINUM

SPECIALTY COMPANY

List your favorite toys in your letter to Santa on page 22.

Furnish your doll house!

Re-do every room for Christmas. Decorated plastic. Many pieces have moving parts... drawers pull out, doors open!



ALL OPEN STOCK!
ADD TO YOUR COLLECTION ANY TIME!

Woolworth's
AMERICA'S CHRISTMAS TOY STORE



Play Pen has fold panel.
34 1/2" square. **39c**
Doll in 2 1/2" cradle. **29c**
Baby Bath. Top opens. **39c**



Refrigerator has removable shelves. Stands 34 1/2" high. **39c**
Dish even opens. 2 1/4" wide. **39c**
Kitchen Table. 2 1/4" long. **15c**
Kitchen Chair. 2 1/4" tall. **8c**



Bath Tub. 4" long. **29c**
Bathroom Sink. **15c**
Toilet, seat, bid. lat. **29c**



Sewing Machine part work! Wash Machine wrings, churns. **39c**
Folding Board has iron. **39c**
15c



Parlor Set, 3" wide. **29c**
Club Chair. 2 1/4" tall. **35c**
Cardinal Table. 2 1/4" wide. **10c**
Floor Lamp is 3" high. **10c**



Folding Table. 2 1/4" sq. **10c**
Folding Chair. 2 1/4" high. **10c**
Legs fold flat, open easy. Red or gold.



Mirror and Dresser. 4 1/2" tall. **29c**
Bed with quilt spread. **29c**
Night Table. **8c**
Lamp. **8c**

COMPLETE ROOM SETS BOXED

7-piece Nursery
10-piece Living Room
7-piece Bedroom
8-piece Kitchen
6-piece Bathroom
11-piece Dining Room

1.49 each

By REMVAL MANUFACTURING CO., INC.

List your favorite toys in your letter to Santa on page 32

Wadsworth's
AMERICAN CHRISTMAS TOY STORE

Play you're a Trainman... Farmer... Carpenter!

SCRATCHPROOF, SAFE, SILENT RUBBER AND VINYL TOYS. HOW KIDS LOVE 'EM!



CARE FOR 20 ANIMALS. Box is one-third barn, 4 1/2" high. Cows, pigs, chickens, ducks, calves, sheep, etc. Vinyl!

79c



8-PC. TOOL SET. Your own illustrated tool kit! Hammer, saw, screw driver, hatchet, pliers, S-wrench, soft, flexible. Box is 8" long.

79c

4-PC. TRAIN NEEDS NO TRACK! This train travels anywhere! Measures 27" when you couple engine, gondola, dump and caboose. Box becomes railroad. 3 cut-out signals.

1.69



Not shown
PUMP ENGINE,
7 1/2" long 39c

SPEED DEMON! Down the speedway, out on track! 12 1/2" long.

69c



By AUBURN
RUBBER CO., INC.



TRACTOR WORKS YOUR LAND! Play farmer on road builder with this real-looking tractor. There's even a man in wheel! 7 1/2" long.

79c

List your favorite toys in your letter to Santa on page 92

AT THAT
MOMENT A
U.S. NAVY
AIRCRAFT
CARRIER
IS
PLOWING
THROUGH
THE
SEAS A
FEW
MILES
TO THE
NORTH.



THERE IS MUCH EXCITEMENT IN THE RADAR
ROOM OF THE CARRIER.

CAPTAIN, WE HAVE PICKED UP
A STRANGE AIRCRAFT ON
OUR RADAR SCREEN.



MY WORD!—IT
LOOKS LIKE
A PELICAN!

YES SIR—BUT IT
MIGHT BE A CAMOUFAG-
ED ENEMY SHIP OR
GUIDED MISSILE!



SEND A JET FIGHTER PLANE
ALDIT TO INVESTIGATE
IMMEDIATELY!

A YE
A YE
SIR!



A JET FIGHTER PLANE
RACES INTO THE SKY IN
PURSUIT OF FOUR
PELICANS!



WE'RE BEING
SHOT AT!

HEY!



Wendell's
 HOLIDAY CHRISTMAS TOYS

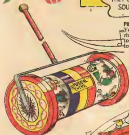
**They move and tinkle
 as you pull!**

THEY JUMP, SPIN, BOB, ROLL AND MAKE
 SOUNDS WITH EACH STEP YOU TAKE!



PUSH COME... FRIENDS DANCE!

Your friends from nursery
 rhymes stamper 'round, in step
 to your jolly music box! 24"
 long with handle. **1.19**



FIRE ROLL GLANCE! Firemen
 move heads, eyes on front
 of truck roll! 12" long. **1.99**



By FISHER-PRICE TOYS, INC.

SWEEPER TINKLES! Dust com-
 partment complete! 14" long
 with handle. **1.89**



MUSICAL MERRY MUTT!
 Pull wooden spotted
 dog... hear him tap
 out tune! 8" long. **79c**

JUMPER LEAPS, GRINDS! Froggy
 leaps on web feet, rolls his
 eyes! 6" long. **69c**



BZZZ, WHIRL WINGS! Pull
 string, he even makes foot-
 as-quiver! 6" long. **59c**



Not shown: Lady Chug-Chug, locomotive and tender 12 1/4" **1.99**
 Moley Mouse Choo-Choo 8 1/2" locomotive **79c**

List your favorite toys in your letter to Santa on page 32

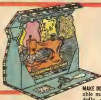
Some
 orders shipped
 higher in South
 and West



Wendy's
 KID'S CHRISTMAS TOY GUIDE
 1977

Kits... games
...funny face sets
...for hours of fun!

ASK SANTA TO BRING 'EM ALL...
 FOR YOU AND YOUR PLAYMATES!



PLAY DOCTOR! Prescribe medicines, give candy pills. 14-pc. kit has everything from 12" play stethoscope to doctor's kit.

98c



MAKE DOLL CLOTHES! Plastic portable machine actually sews! 2" dolly, dices to sew, fabrics, patterns and sewing accessories! Kit weighs 10".

2.98

By HASENFELD BROS., INC.



MAKE 100 FUNNY FACES! "Funny Faces" sets contain funny noses, eyes, ears, wigs, for comical combinations galore! Use them on any fruit or vegetable! 2 1/2" faces. Plastic "Mr." or "Mrs." set. Each

98c

Not Illustrated:

Teach-a-top plastic world puzzle map of U.S. 2.98 Plasticubes 1.98
 Beano Art paint set: 88c Beano pencil box: 98c



MAP GAME OF "AMERICAS." Plastic 32-piece map of the Americas fit together by crisscross. 22" x 14" interlocked.

2.98

TRUNK PENCIL KIT. 16-piece kit holds eraser, ruler, sharpener, flag, book! Drawers. Box is 9 1/4" long.

59c



Some prices
 slightly higher
 in West

List your favorite toys in your letter to Santa on page 32





PRINT WITH HANDS! Redskin Finger Paint Set has paints, brushes, paper! **98c**

Finger Paints! Adventure Games! Chinese Checkers!

THRILLS AND PLEASURE ALL YEAR ROUND!
EVEN YOUR PARENTS ENJOY GAMES
LIKE THESE!



FUN FOR KIDDES AND ADULTS!
Chinese Checkers. A game
that's fun at any age! **59c**



WHO SELLS THE MOST? Buy and
sell your way across 48 states!
Game of the Snakes **1.99**



RACE TO BOSTON! Get Uncle
Wiggly past ice and snow
to Boston! Cards tell
moves to make. **98c**



EXCITING HUNT FOR TREASURE!
Treasure Island Game: an action-
packed pirate adventure. **98c**

CRAMP'S GAME!
Hide game takes
your imagination
outside while you play
at home. **39c**



Candy Land	59	Raggedy Ann	59
India, Sooty game	59	Pirate & Treacher	1.99
Chickens & Backgammon	59	Chairs & Ladders	1.99
Rainbow Game	59	Easy Money, Family game	1.99
Barbarian	59	Hardy Doozy Game	1.99
Fun on the Farm	59	Stopsong Country	1.99
Mr. Bay Goes to Town	59	Merry Circus	59

Game Combination	59
Chickens & Horse Racing	59
Checker Checkers	29
India	29
Rig Game Hunt	29
Stop	29
Checkers	29

By HILTON BRADLEY COMPANY

List your favorite toys in your letter to Santa on page 32





Wendell's

AMERICA'S CHRISTMAS TOY STORE



They haul... scoop...

They're built to keep busy! Most are tough but lightweight metal. Others are sturdy plastic. All roll on casters, scuffless rubber wheels.



NAVY FIGHTER FOLDS WINGS, WHEELS! Ready to fly or stow on carrier. Prop open. Cockpit bubble 3 1/4" across. Metal. 99c



SLICK PLASTIC WHOLESALE! Contrast upholstery looks great! 7 1/2" rubber-wheeled metal sports car. 89c

Engine load 150%



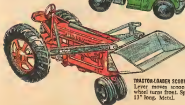
3-PRAT HIGH 'N' LADDER SET. Plastic fire truck needed to detach! Rack swings for corners! 4 ladders assemble to 38 1/2" on wing! 99c



TANKER RIDES SMOOTHLY Knee action rear wheels. 2-gc. plastic set assembles to 1 1/2". 1.49



TRUCK DUMPS AUTOMATICALLY. Work lever! Body tilts, gate opens! Metal. 9 1/4" long. 89c



TRUCK-LOADER SCOOPS, DUMPS. Lever raises scoop, steering wheel turns front. Spring joint. 11" long. Metal. 2.99

List your favorite toys in your letter to Santa on page 92

Some prices slightly higher in stores

steer...roll like real!

Woolworth's

AMERICA'S CHRISTMAS TOY STORE



MAN, DO THEY GO!
IT'S ALMOST LIKE GETTING THE
REAL THING FOR CHRISTMAS!



4-PC. FIRE SET EVEN HAS OWN SPOTTER PLANE! By land, air, everyone's there! Motorcycle, plane, Fire Chief, 2-seater truck and ladder engine! 4 ladders reach 18 1/2". Plastic. **1.98**



STEERING WHEEL TURNS. Tractor's big wheels roll down highway or over road. Metal. 7" long. **98c**



LEMBER TRUCK IN 2 SECTIONS. Plastic lumber truck, head lifts. Trailer stands alone. 1 foot long. Holds load of 9 boards. **1.48**



Trailer stands on dolly wheels!



RACE MODEL CAR. Comes with spare on back, as foreign sportsters do! 9", metal. **1.48**



SET PHONE POLES ON! Bell truck has trailer, poles, 3 tools. Winch, Metal. Assembles to 13". **1.48**

Not shown: 3 1/2" metal tractor, 98c
Metal hook-and-ladder, 7 1/2", 98c
7 1/2" metal logging truck, 98c

By THE HUMBLE
MANUFACTURING
CO.

Some prices
slightly higher
in WNY

Wendy's
AMERICA'S CHRISTMAS TOY STORE



Big-little-girl dollies to cuddle,

OH SANTA! HOW I'D LOVE
ONE OF THESE!



A. CUTE CURLY CROP. That shiky crop of hair is Santa's, and she carries 3 curls to keep it styled. Both-able head-to-toe, she stands 18" tall. **4.95**

B. PONY PONY GIRL. Her shiky Susan hair is worn in a gleaming pony tail! You can wash, set and style it many ways. 15" tall and fully washable. **3.98**



Longest
eyes open, closed!



Wavy hair
looks baby-sweet!



Latex body to hug,
joints, won't break!



C. SHE LIVES TO FLIRT. Big sparkling eyes that coo! Her modded vinyl hair is tied in a big bow! Open buttons at back. She's all of 21½" tall. **4.95**

D. IN HER PINKY BEST. Delicate embroidery on the sheer bodice of her fringe over-ripen dress! Molded hair, bow-and, is so pretty! 18½" tall. **3.98**

Accessories by B. L. CUSTER CO. HARTLAND TOY PRODUCTS, INC.

Dolls by POLLY TOYS, INC. and GOLDBERGER DOLL MFG. CO.

Dresses by MAE MARIE, INC. and PROGRESSIVE DOLL ACCESSORIES CORPORATION

List your favorite toys in your letter to Santa on page 32

care for, and dress in cute clothes!

Heads turn, eyes blink. Each dolly comes in stay-neat box! Each wears dress, panties, stockings, shoes! Add to Christmas fun with dolly wardrobe changes from Woolworth's top-to-toe selections!



CLOTHES ON OWN HANDS

Percale dress 12"-23" dolls

TV housecoat 13"-23" dolls

Plaid dresses 15"-21" dolls

79c-89c

89c-99c

99c-19c



Change a dolly.
Easy to say & hard!

SWEET 'N' TALL. Her pretty head and bobbed hair are modeled of vinylite - always looks well-groomed, life-like. A pretty bow is tied in her hair. When you hold her up, she stands 23" high.

4.95



DOLLY FINDING

Coat, hat set for 14"-19" dolls, 99c

Dainty dresses for 14"-17" dolls, 59c for 18"-21" dolls, 89c

Dollsize styles for 16"-23" dolls, 99c-19c



She walks!
Tummy hard!
See keyholes!

SUN STROLLER. She walks, turns her head as you stroll. Bangle her! Same pretzels to wash, set with 3 curlers the carrier. Set, road 17 1/2" tall.

5.95

WALKING DOLLS IN MANY SIZES . . . 3.95 to 12.95

SPICE, SOX, PUTS

Reased vinyl shoes for 12"-19" dolls, 19c 20"-25" dolls, 39c

Day-of-week, panties for 14"-24" dolls, 19c Briefs, 19c

Knit Dollyhose for 18"-24" dolls, 19c

Dollies for 18"-24" dolls, 19c



Wendell's
AMERICAN'S CHRISTMAS TOY STORE

Their eyes shine like real!
Washable bodies won't break!

IM GOING TO SURPRISE PEGGY
WITH A COUPLE OF THESE DOLLS



A. TRAVEL IN THEIR OWN CADDY
Vinyl Toot-L-Twine squeals. Twin play sets, ruffled shoes, socks, undies 10 1/2" tall. Set 2.99

B. HURDER NARY MONKS WEE HEN! She has a soft latex body... looks and feels almost real! Dressed in a come-off diaper. 11" tall. In see-through bag. 98¢

C. BETTY BONE HAPS, DINNERS,
WITH! She's molded rubber. Moves arms, head, legs. Gingham romper, 12" tall. Packed with bottle. 2.98

D. TONTOLOE AND TOTOLOE-TIM.
Brother and sister are cuddly vinyl, have self-molded shoes, socks and undies. 10 1/2" tall. 98¢ each

E. SO-WEE DRINKS BOTTLE,
WITH! Rubber bottle-baby moves head, arms, legs. Wears Terry cloth bib. 10" tall. Beaded. 1.98

F. SNUGGLES IN CLOTH PPS,
Snuggles' latex body is flexible. Headturns. Porky pajamas come off. 14" tall. Beaded. 1.98



By THE SUN
RUBBER COMPANY

List your favorite toys in your letter to Santa on page 32



OH MY! CHILDREN ALL OVER THE WORLD WILL BE DISAPPOINTED IF I DON'T VISIT THEM TONIGHT!

YOU CAN SAY THAT AGAIN.

Woolworth's
AMERICAN CHRISTMAS TOY STORE

**Drums 'n' soldiers ...
'n' target sets ...
'n' toys with Disney drawings!**

IMAGINE SEEING THESE
UNDER YOUR CHRISTMAS TREE!



DISNEY SET! You set, play with Disney characters. 4 plates, eggs, saucers, tea pot, 10 1/2" tray Metal Complete. **49c**



YOU'RE A DRUMMER! March on your drum! All-metal. 2 wooden drumsticks. 9" across. **39c**



WINDUP DRUMMER! Turn his key - he'll beat a run-rum-rum! Stands 9". Metal. **59c**

By
**J. CHEIN
& COMPANY**



**EXCITING AND
PERFECTLY SAFE!**



SHOOT COCKS! TARGETS SPIN! Laser-type cock gun to aim at spinning owl, pelican, monkey and bear. Metal stand. 6 cocks. 8" plastic gun. **98c**



POP SPIN! SING! Push wooden handle, pop him. Disney characters wheel! Metal. 7" across. **49c**

By **KNICKERBOCKER PLASTIC CO., INC.**

List your favorite toys in your letter to Santa on page 22.



**Whoo! with
AMERICAN CHRISTMAS TREE SHOP**

Funny Shapes! Party Colors! ...in specially decorated Boxes of Balloons

THEY MAKE WONDERFUL
STOCKING STUFFERS, TOO!



CIRCUS WAGON WITH 14 BAL-
LOONS. Clown faces...
pictures of circus animals
...solid carnival colors
Crown Paper 25c



FOR FOR A BIG PARTY!
40 BALLOONS! Lesser
wonderful shapes
and colors... and a
blower that sounds
like a horn when
you let air out!
Game and depre-
tion attractions on
back of box
Bee-a-Pee 98c



20-BALLOON SET WITH BLOWER
Blow 'em up! Tie 'em up! Or
let go and watch 'em soar
around as air goes out! Bumpy,
chipmunk, "car" balloons in
varied assortment
Assortment Box 39c



20-BALLOON SET TEACHES NEW
GAMES. Instructions for Gnat-
a-number, Volley Balloons,
Darts and Balloon races, with
the assortment
Game of Clue 49c



By THE NATIONAL LATEX
PRODUCTS COMPANY

List your favorite toys in your letter to Santa on page 32



Wendell's
AMERICAN CHRISTMAS TOY SHOP

They look real, feel real
... but absolutely safe!
Daisy Toy Guns

THE HEAVY STEEL BARRELS EVEN HAVE
A RUST-PROOF, GUN-BLU FINISH!



A. SMOOKS ... MAKES HIS MARK! Double notch sight, rifle even has slotted "kick." Lever action, check-mate! Matted stock. 32" long. **2.98**

B. DOUBLE BARRELS ... DOUBLE FUN! Load both "break action" barrels at once. Separate triggers shoot carter, one after other. 21" long. **98c**

C. LIKE RED RYDER'S SHOT GUN! Matted stock has Red Ryder action model, worst ammunition on point. 6 carts included. 31" long. **1.98**

D. BANGBOMERS' "POP-UP" GUN! Just the right size for little beginners. "Breaks" easily for reloading, shoots into cart. 34" long. **39c**

By
**DAISY
MANUFACTURING
COMPANY**

Some prices
slightly higher
in West

List your favorite toys in your letter to Santa on page 32.





PRACTICE YOUR ABC'S. It's fun to practice spelling and numbers with these 18 wood blocks. Use them for building things, roof! Colors are safe! **49c**



PLAY PIONEERS! Build a play log cabin with wooden logs, made to lock in place without a nail! 72 pieces. Complete instructions in set. **98c**



TOY YOUR BLOCKS AROUND. Load 16 safe-color wood blocks on their pull cart. Blocks can lock together. **98c**

By HALSAM PRODUCTS CO.

Not shown: PLASTIC BRICKS. Construct buildings! Set has 115 parts. **1.00**

Blocks 'n' Bricks 'n' Bouncy rubber Balls

Play games with the other kids, or catch with grandpa, or bounce 'em all by yourself! Fine choice of designs! Eagles, stars, cowboys, airplanes. Individually wrapped in cellophane.



BIG BALLS, 16", 40" 15" sized, **49c to 69c**

By EAGLE RUBBER COMPANY, INC.

List your favorite toys in your letter to Santa on page 32

Woolworth's
HIGHEST QUALITY TOY LINE

Road giants for your big construction jobs!

CHRISTMAS GIFTS FOR INDOORS OR OUT!
TOUGH STEEL WITH RUBBER WHEELS.
THEY WORK LIKE THEY MEAN BUSINESS!



WIND-UP WRECK TRUCK! Rush to emergency calls! Brake with rear lever. Hand-wind handle, tow chain 12" long.

3.98



You can turn front wheels!



Lift head, see engine!

DUMP TRUCK BODY TITS! Touch a lever, watch truck body tilt as fuel panel opens automatically. 194" track is loads of fun!

2.98



STEAM SHOVEL SNIVELS! Scoops, dumps, too! Cab circles on tractor base! Booms raise, lower. 28" extended.

3.98



TOW CAN CARRIES TOOLS! Hand-crank, tow! 2 square tires! 4 plastic tools! 60-sec fuel! Put it together-11 1/2".

1.98



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